

Today's Metal Prices

NEW YORK QUOTATIONS

New York, Feb. 1.—Silver, 57 7/8c; lead, \$6.10; spelter, not quoted; copper, firm; electrolytic, \$25.50@26.00.

The Ogden Standard

HAS THE LARGEST PAID SUBSCRIPTION LIST IN OGDEN AND WEBER COUNTY.

4 P. M. CITY EDITION
TEN PAGES

FORECAST—UTAH: Fair in south, snow in north portion tonight or Wednesday; not so cold.

Forty-sixth Year—No. 27.

Price: Five Cents.

OGDEN CITY, UTAH, TUESDAY EVENING, FEBRUARY 1, 1916.

Entered as Second Class Matter at the Postoffice, Ogden, Utah.

Ship Flying German War Flag Enters Newport News, Carrying Passengers of Seven Destroyed British Steamers

MISSING BRITISH LINER BROUGHT INTO U. S. PORT BY GERMAN CREW

Most Stirring Marine Happening of War Develops When Steamer Appam Arrives—Germans Capture Ship Off Canary Islands—High Colonial Officials of British Government and Many Women and Children Aboard—Another Thrilling Chapter Added to German Exploits at Sea—Ranks With Adventures of the Dresden and Karlsruhe.

Newport News, Va., Feb. 1.—With the German naval ensign flying boldly from her stern and in charge of a German prize crew, the British South Africa liner Appam, given up for lost, took refuge in Hampton Roads this morning with the story of seven vessels destroyed by German sea raiders off the African coast.

The Appam was captured off the Canary Islands on January 15 by a German raider four days after she had sailed from Dakar, British West Africa, for Plymouth, England.

Lieutenant Berg, the German naval officer placed on the Appam when she was captured, brought in the prize, eluding the cordon of British cruisers across the Atlantic and adding to the historic chapter of German exploits at sea, a chapter to rank with the adventures of the Dresden, Karlsruhe, Prinz Eitel Friedrich, U-25 and Kronprinz Wilhelm.

Whether the captor was a German U boat, or a hitherto unreported German auxiliary cruiser, is undetermined. From what was learned by some of the officials who boarded the Appam, it is believed that some steamer, armed as a German auxiliary, raiding shipping off the African coast, took the British liner and put the prize crew aboard. This view is supported by the fact that a submarine could hardly have spared a lieutenant and such a large crew to a prize.

There were a total of 451 persons aboard the ship, including the surviving members of the crew of seven other ships sunk by the raider which captured the Appam, and twenty German civilians who were being transported from Africa to England to be placed in detention camps.

The persons on board the vessel were listed as follows:

Original members of crew, 155; original passengers, 116; German prisoners bound for British detention camps, 20; survivors of ships destroyed 138; prize crew, 22.

Advertise Now-and Never Let Up

H. F. S., The Master Salesman.

As announced in yesterday's issue of The Standard, this is the second article upon the subject of "The Advertising Medium and the Advertisement."

Now in regard to this second article. Advertising is really salesmanship, through the printed or painted word. The successful salesman knows his wares, presents them so they will attract attention, arouses and maintains interest, creates desire and stimulates, and, sometimes, forces purchase.

Here, in a nutshell, you have the secret of the "pulling" advertisement. It must be built to attract attention, to arouse and maintain interest, to create desire, and to stimulate purchase. But where the salesman can force a sale, the advertisement cannot. It can stimulate the purchase only. Here is the harder task of the advertisement. It must not only create a desire but so intensify that desire as to compel action. It is the business of advertising to compel action. But to do that the advertisement must suggest motives that will impel the customer to purchase the advertisement articles for his own personal benefit.

The keynote of good advertising is suggestion—suggestion that compels desire and action. Suggestion in advertising acts through the five senses, but its most forceful appeal is through the personal interest.

This is the definition of advertising of Lewis Wiley, president of the Daily Newspaper club, an authority on advertising in America.

Study your advertisements.

Are they built to attract attention?
Do they arouse and maintain interest?
Do they create desire?
Do they stimulate purchase?
Do they compel action?

Dr. McCaffery got in touch with the German consul, L. Marshal von Schilling of Hampton, and the latter was soon on the scene at Old Point. Lieutenant Berg then placed himself under the consul's orders and they proceeded to the office of Colonel Ira Haynes, commandant of Fort Monroe, where the German officer paid his respects and, it is said, explained why he had given the wireless station the name of the German cruiser "Buffalo."

Messages to German Embassy.
Lieutenant Berg and Consul von Schilling sent a number of messages to the German embassy at Washington and later had conversations over the long distance telephone with the embassy and also Collector of the Port Norman R. Hamilton at Norfolk. From the fort the lieutenant and consul went to Mr. von Schilling's office at Hampton, where they were in close conference and from Hampton they planned to go to Norfolk to confer with Collector Hamilton.

Ship Strictly Guarded.
Pending the receipt of instructions from Collector Hamilton, no one is allowed on or near the Appam. Guards are at the rails on every side and no gauging is down. Efforts to communicate with any of the passengers from small boats encircling the steamer were fruitless.

The ship has one 3-pounder mounted on her bow, but whether this was on board before her capture or was mounted by the Germans could not be ascertained. She was brought in under the German man-of-war flag, and her name was given to the quarantine officers as "S. M. S." Appam, meaning the German warship Appam, it is said.

Norfolk, Va., Feb. 1.—It is reported here that the submarine which took the Appam sunk seven other ships and that of the latter there were only two survivors who were injured. It is known that the Appam has four injured passengers aboard. Lieutenant Berg denied that the Appam sank any other ships after the German prize crew took her.

Names of Steamers Sunk.
Newport News, Feb. 1.—The names of the steamers sunk by the raider which captured the Appam are given as the Corbridge, Trader, Adriane, Dromonby, Farringford, Clan, Macdowell and Arthur.

It is also reported now that the raider was the German cruiser Mowe, instead of a submarine, although this is not confirmed.

Newport News, Va., Feb. 1.—The British South Africa liner Appam, given up for lost, was brought into Hampton Roads this morning flying the German man-of-war flag with a German prize crew of twenty-two men commanded by Lieutenant Berg. She was captured at sea January 15, four days after she left Dakar, British West Africa.

The Appam brought her original passengers, and 138 persons said to have been taken from other vessels by the Germans. Four injured passengers on board are said to have been taken from an English ship from Australia. About 425 persons, including passengers and crew, are aboard the ship.

The Appam was captured off the Canary Islands, on January 15, by a German submarine which a few hours before had sunk a British steamer.

Given Up for Lost.
New York, Feb. 1.—The Appam sailed from Dakar, in the French colony of Senegal, West Africa, for Plymouth, England, on January 11. When about four days out, the vessel suddenly ceased and as the vessel passed without further word of her she was virtually given up for lost.

A dispatch from Hull, England, to London, Jan. 28, said that the British steamship Tragante, reported having passed at sea, on January 16, a lifeboat with the name Appam painted on the stern and with the bows knocked away. It was feared she had gone down in a severe storm which occurred in the waters which she was passing, or possibly had encountered a German submarine operating on the African coast. The Appam, under ordinary conditions, would have reached Plymouth on January 21.

Carried 166 Passengers; Crew 134.
The Appam sailed with 166 passengers and with a crew of 134. Among the passengers were British colonial officials. After leaving Dakar she called at all ports on the west coast of Africa, picking up officials who intended to return to England on her. These men formed a considerable portion of her passenger list.

Among the passengers who were booked to sail on the Appam were Sir Edward and Lady Merivether and their suite; Frederick Seton James, former acting colonial secretary, and closely identified with colonial administrative affairs in Africa; Francis Charles Fuller, who was appointed chief commissioner of Askanti in 1905, and Mrs. Fuller.

The Appam is 425 feet long, 57 feet beam, 7,781 tons gross. She was built in 1903 at Belfast, Ireland, and was owned by the British and African Steam Navigation company, which is

ALARM GIVEN

German Submarine Crosses Atlantic to American Waters

New York, Feb. 1.—The British consul-general here today notified British shipping to watch out for German submarines in American waters.

Information received at the consulate from private sources leads them to believe that a submarine had accompanied the captured steamer Appam on her voyage across the Atlantic.

under the direction of the Elder-Dempster company.

A special dispatch received in New York from Liverpool gave the number of German prisoners on board the Appam as 22. A statement issued by the Elder-Dempster company at Liverpool said the prisoners had been taken on board the steamship at three West African ports.

Washington, Feb. 1.—Customs Collector Hamilton at Norfolk reported to the treasury that the German prize steamer Appam, which came into Hampton Roads this morning, has prisoners of war aboard. His report was referred at once to the state department which will determine the status of the vessel.

Later Appam Report.
The persons on the Appam are divided as follows:

Her own crew 115; passengers originally on the steamship 155; survivors of the seven ships destroyed in German sea raids off the African coast 138; German prisoners bound for detention camps 20; prize crew 22. Total 450.

New York, Feb. 1.—The British steamer Appam was captured about January 15 near the Canary Islands by a small steamer having the appearance of a tramp but heavily armed, according to information obtained from Norfolk by Daniel Bacon, freight agent here for the owners of the Appam.

Washington, Feb. 1.—The first report to the German embassy came from the German consul at Norfolk, who telegraphed that "a German auxiliary cruiser" had come into port.

Americans Puzzled.
Washington, Feb. 1.—The German embassy has no record of Lieutenant Berg and officials suppose he may be an officer of the German merchant marine in the auxiliary service.

Embassy officials as well as American naval officials are puzzled and do not understand how a submarine could spare such a large prize crew to put on the Appam. None of the officials could understand why an officer with the rank of lieutenant would leave a submarine to take command of a prize.

Prince Hatzfeldt of the German embassy is leaving for Norfolk late today to take charge of the situation.

FOURTH DAY OF WILSON'S TOUR

Train Carries Presidential Party Through Iowa—Chief Address at Des Moines.

CROWDS WELCOME

United States Navy Inadequate in Size But Not in Quality—Americans Are Idealists.

Chicago, Feb. 1.—The fourth day of President Wilson's tour of the middle west on his speaking tour for national preparedness today carried him west of the Mississippi through Iowa, where his program called for the chief address of the day at Des Moines at 8 p. m. in the Coliseum. Four brief talks from the rear platform of his car at Davenport, Iowa City, Grinnell and Newton, Iowa, are on the program for the afternoon.

Before the president's special left Chicago today the members of his

party expressed their pleasure at the hearty welcome accorded him here. They said the local response to his plea for support in preparing for an adequate national defense had fully met their expectations. The great crowds that welcomed him and the throng that stopped to hear him—most of them unsuccessfully because of the limited capacity of the auditorium—were interpreted by them as favorable expressions of Chicago's approval of his policy.

Yesterday's somewhat strenuous activities including an address before an audience of 9,000 at Milwaukee and the long speeches here last night, were to be succeeded by a realization of activity today. The first of the four five-minute talks enroute to Des Moines was not to be delivered until 2:30 p. m. This was at Davenport.

Reiterates Plea For Preparedness.
The president's speech of last night was in a large measure a reiteration of his previous pleas for speedy upbuilding of the army and navy and his endorsement of the continental army plan. His assertion that so far as the navy was concerned, the country was prepared for immediate war caused a momentary flutter in the audience, but was softened by his declaration that the navy was inadequate in size, though not in quality. His reference to American ideals and "the solemn pledge of this country" to maintain the national sovereignty of the countries in the western hemisphere was received with applause and his description of Americans as a "body of idealists, much more ready to lay down their lives for a thought than a dollar" elicited a prolonged burst of handclapping and cheering.

A stop of four and one-half hours in the president's program for Des Moines. Reaching there at 8:50 p. m. he expects to address the meeting at the Coliseum at 8 p. m. and leave at 11:25 p. m. for Topeka and Kansas City where he will deliver addresses tomorrow. Enroute to Topeka a five minute talk from the train will be delivered at Lawrence, Kansas.

Cadets to Honor President.
Iowa City, Iowa, Feb. 1.—When President Wilson arrived in Iowa City this afternoon he was greeted with a real preparedness demonstration. Drawn up in closed columns and standing at attention as the presidential train pulled in, were five hundred members of the cadet regiment of the State University of Iowa.

The regiment was headed by its band, but the cadets did not carry their rifles as is customary during drill.

FLOOD SITUATION IS IMPROVING

Waters in Most Parts of Southwestern States, Except Kansas, Reported Receding.

FARMS OVERFLOWED

Levee Breaks Near Cummins, Arkansas—Forty Families Marooned—Boats Sent to Rescue.

Kansas City, Mo., Feb. 1.—Conditions in most parts of the southwestern states affected by floods are improving, according to reports early today, with the exception of southeastern Kansas, which report high waters have recently flowed over thousands of acres of farm lands and have driven many people from their homes. Further damage was done last night near Cummins, Ark., where a levee broke, inundating a large section of land.

No word has come this morning from Achard's Ferry, near Redfield, Ark., where last night forty families were reported marooned by floods. It was reported boats had been sent to their rescue.

Train service in some sections is still seriously interfered with, many trains being detoured on account of high water.

Washington, Feb. 1.—The weather bureau today in a special river bulletin reports:

The Mississippi river falling at St. Louis after reaching a stage of 31.5 feet; the Ohio rising throughout its length and the Mississippi below Cairo rising with the flood stage of 18 feet reported at New Orleans.

REBELS CROSS GREAT WALL OF CHINA

London, Feb. 1, 3:55 p. m.—The Mongolian insurgents have crossed the great wall of China and an advance guard of 2,000 is besieging the city of Da Tun Fu, according to a dispatch from Mukden forwarded by Reuters' correspondent at Petrograd.

FIFTY-FOUR KILLED AND SIXTY-SEVEN INJURED IN AIR RAID

British Issue Official Statement—Much Damage to Property—Zeppelins Direct Attacks at Great Manufacturing Centers of England—Seeking Out Munitions Factories—Furious Attacks Continue on French Front—Germans Claim Advantage—Turk Situation Grows More Serious—Eighty Thousand Men Under Von der Goltz Locked Up in Erzerum.

London, Feb. 1, 5:59 p. m.—Fifty-four persons were killed and 67 injured in last night's Zeppelin raid. The figures were contained in an official statement issued here this afternoon. The official statement says bombs were dropped at several towns and in rural districts in Derbyshire, Leicestershire, Lincolnshire and Staffordshire. Some damage to property was caused.

Berlin, Feb. 1, via London, 11:30 a. m.—The official statement today from army headquarters states that in the region of the Somme, the French have lost more ground in hand grenade encounters.

The statement follows:

"Western front: During the night of the 31st, small British detachments attempted a movement against our positions west of Messines, Flanders. They were completely repulsed after they had succeeded in penetrating our trenches at one point.

"Near Fricourt, east of Albert, we prevented the enemy by our fire from occupying a crater produced by explosion of one of his mines. North of this German patrols penetrated to an English position and returned with some prisoners without having suffered any loss.

"South of the Somme, the French lost more ground in a hand grenade fight.

"Eastern theater: There is nothing to report.

"Balkan theater of war: One of our airships attacked ships and depots belonging to the entente in the port of Saloniki with great success."

Armed Vessels Arrive.
New York, Feb. 1.—Two 3.6 naval guns were mounted on the afterdeck of the Italian steamship Caserta when it arrived here today from Genoa and Naples. This is the fourth Italian steamer carrying mounted guns to arrive at this port within the past few weeks.

Von der Goltz Leads Turks.
Rome, Feb. 1, via Paris, 4:55 a. m.—The Giornale d'Italia learns from Petrograd that Field Marshal von der Goltz is now in command of the Turkish forces at Erzerum and that there are 80,000 men locked up in the city with provisions for only a fortnight. The Black sea fleet is supporting the operations of the Russian forces on land. The Russian right wing is now marching on Trebizond, according to the same information.

Review of War Situation.
One of the most stirring marine happenings of the war developed today with the arrival of missing British steamer Appam at Newport News with a German prize crew on board.

She had been captured off the Canary Islands by a German submarine while on her way from Dakar, Africa, for Plymouth, England, the capture being effected on January 15, four days after the Appam left Dakar.

The passengers aboard the Appam, which for days was given up for lost, originally included high colonial officials of the British government.

Zeppelin Raid in England.
Last night's Zeppelin raid on England apparently was not directed at London, the course of the raiders being more to the north, possibly taking in the great manufacturing center of Manchester and apparently being intended to seek out and damage, or destroy, munitions factories.

What is believed to have been an attack at a third raid on Paris with three days was foiled by the lookouts on the French front, according to Paris advices.

The situation at Erzerum is reported more serious for the Turks than previous advices have indicated. There are said to be 80,000 men under Field Marshal von der Goltz locked up in the city with only two weeks provisions on hand.

London, Feb. 1, 2:35 p. m.—Official denial was made here today of reports attributed to German sources that England intends to abandon her allies and has made peace overtures to Germany.

The statement follows:

"The German chancellor has stated that England is compelling her allies to refrain from entering upon any peace movements. This statement, which our allies know to be untrue, was made for the purpose of injuring England in the eyes of neutrals.

"To our allies, on the other hand,

we hear that insidious and untrue reports are being circulated from German sources that England intends to abandon them and has even made peace overtures to Germany which have been refused.

"Two statements together are a good illustration how unscrupulous German methods are."

Chimes and Bells Stopped.
London, Feb. 1, 12:50 p. m.—By direction of the naval and military authorities, the police ordered discontinuance of chimes and the striking of hours by public clocks between sunset and sunrise as a precautionary measure.

RAID ON PARIS IS ABANDONED

French, Warned of Approaching Airship, Turn on Searchlights and Prepare for Battle.

ENGLAND GETS FEW

Six or Seven German Dirigibles Pass Over Eastern, Northeastern and Midland Counties.

Paris, Feb. 1, 4:50 a. m.—A Zeppelin started in the direction of Paris last night at 9:45 p. m. A warning was sent out from Compiegne that a German airship had been cited in movement. The military governor of Paris gave orders that preparations be made to give the alarm if necessary. When the Zeppelin, however, got into the field of searchlights on the French front it turned back and is supposed to have abandoned a projected raid.

London, Feb. 1, 11:40 a. m.—The press comments at length upon the Zeppelin raid of last night but no official details have been made public in addition to the war office statement to the effect that six or seven airships passed over the eastern, northeastern and midland counties of England, dropping a number of bombs. At the time the announcement was made, no considerable damage had been reported.

MANCHESTER IN ZEPPELIN RAID

Attack Was Directed at the Great Manufacturing Center.

London, Feb. 1.—The press comments at length upon the Zeppelin raid of last night, but no official details have been made public in addition to the war office statement to the effect that six or seven airships passed over the eastern, northeastern and midland counties of England, dropping a number of bombs.

The territory roughly outlined in the British official statement of last night might be construed as including the city of Manchester, which is 30 miles from the western coast of England, to the east of Liverpool and 164 miles northwest of London. It is a city of vast manufacturing interests, a number of fine public buildings and a population of over 550,000.